DOCUMENT RESUME

ED 107 980 95 CE 004 193

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TITLE An Analysis of the Retail Florist Occupation.
INSTITUTION Ohio State Dept. of Education, Columbus. Div. of Vocational Education.; Ohio State Univ., Columbus. Trade and Industrial Education Instructional Materials Lab.
SPONS AGENCY Office of Education (DHEW), Washington, D.C.
PUB DATE [75]
NOTE 33p.; For related documents, see CE 004 160-192, CE 004 194-206, CE 004 263-268, and CE 004 425-427

EDRS PRICE MF-$0.76 HC-$1.95 PLUS POSTAGE
DESCRIPTORS Communication Skills; *Floriculture; *Job Analysis; Knowledge Level; *Occupational Information; Ornamental Horticulture Occupation; *Retailing; Safety; Skill Analysis; Skill Development; *Task Analysis; Task Performance; Work Attitudes
IDENTIFIERS *Retail Florists

ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the retail florists occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Three duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties include: designing; selling and servicing; and delivering and servicing. Lists of equipment; design elements, occasions for floral use, safety factors and hazards are appended. (BP)

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ED107980

Occupational Analysis

CE004193

# RETAIL FLORIST

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Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University
5218

# AN ANALYSIS OF THE RETAIL FLORIST OCCUPATION

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Occupational Analysis
E.P.D.A. Sub Project 73402
June 1, 1973 to December 30, 1974
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The Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

TABLE OF CONTENTS


Foreword . . . . . v

Preface . . . . . vii

Acknowledgment . . . . . ix

Job Description . . . . . xi

Duties

A Designing . . . . . 1

B Selling and Servicing . . . . . 15

C Delivering and Servicing . . . . . 20

Appendix . . . . . 23

## FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics, and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of condulting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis inlcuded a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

# PREFACE

The information offered in this analysis is based on procedures followed in today's floral industry. Everything taught in the floriculture classroom should simulate real business situations so that the student will have a practical understanding of his/her field when employed. A composite approach using both small business and large business techniques is suggested.

In the profession the florist must exhibit sensitivity to the customer being served. Such sensitivity results in a satisfied customer because the customer's needs are considered. For this reason, this analysis places great emphasis on sensitivity to psychological factors.

## ACKNOWLEDGMENT

We wish to acknowledge the valuable assistance rendered by the following subject matter specialists. They provided input to the vocational instructors in identifying related skills and concepts of each respective subject matter area and served as training assistants in the analysis process during the two-week workshops.

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## JOB DESCRIPTION

The retail florist is a designer and salesperson of flowers and plants. He/she creates by using knowledge of products and manipulative skills and experience. He/she varied floral "pictures" for all occasions and gives prompt delivery and required services.

Duty A Designing

1 Arrange a funeral basket
2 Arrange a hospital vase
3 Arrange a center piece
4 Make a casket spray
5 Make up a bud vase
6 Construct a set piece (emblem)
7 Make a boutonniere
8 Make a corsage
9 Make a wedding bouquet
10 Decorate scene of wedding
11 Dress a blooming plant
12 Arrange a fruit basket
13 Plant a dish garden (terrarium)

(TASK STATEMENT) ARRANGE A FUNERAL BASKET

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Tools: knife, floral shears, scissors, wire snips, water bulb, pictures
Supplies: wire, ribbons
Containers: baskets
Holding devices: foam, styrofoam, evergreen, chicken wire, vermiculite
Flowers and foliages: line, mass, filler, form, decorative materials

## PERFORMANCE KNOWLEDGE

Gather items used to design basket/choose basic design
Proceed to design basket including principles and elements of design, being sensitive to death, age, sex, religion and social group
Make no. 40 ribbon bow add as focal point
Attach completed name card to basket
Calculate and complete billing invoice
Tag for wrapping

## SAFETY – HAZARD

"K" and "L" (See Appendix)

### DECISIONS

Decide on size and quality as to price

### CUES

Application of design principles
Consideration of customer instructions
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Principles of: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity
Element: line, form, pattern, texture, color, odor, and space
Psychological factors: death, sex, age, religion, and social group, organization

## MATH – NUMBER SYSTEMS

Basic arithmetic skills in relation to:
- arriving at retail price
- price of a bunch or box

Measures of length [Inches in height length - feet to follow specifications]
Measures of time and speed (Example: time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.) [Time alloted for arrangement - minutes]
Measures of weight [Cut foliage - fertilizer]
Measures of temperature [Regulating refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ratio and proportion [Water to container - design to container]
Read and interpret charts, tables, and/or graphs [Table to determine unit or multiple price]
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

(TASK STATEMENT) ARRANGE A HOSPITAL VASE

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Wires
Tape
Cylinder vase
Pedistal vase
Pillow vase
Foam
Styrofoam
Line
Mass
Filler
Form
Decorative material

## PERFORMANCE KNOWLEDGE

Gather items used to design vase
Use all flowers and foliages
Proceed to design to include principles and elements of design (consider psychological factors)
Calculate and complete billing invoice
Tag for wrapping

## SAFETY – HAZARD

"K" and "I." (See Appendix)

### DECISIONS

Decide on size and quality according to price range desired

### CUES

Application of design
Consideration of customer instructions
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity
Elements: line, form, pattern, texture, color, odor, space
Psychological factors: sickness, age, religion, sex, social group, organization, hobbies, birth

## MATH – NUMBER SYSTEMS

Basic arithmetic skills in relation to:
- arriving at retail price
- price of bunch

Measures of time and speed (Example: time-seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.)
[Time alloted to an arrangement]
Measures of weight
[Cut foliage-fertilizer]
Measures of temperature
[Regulating refrigerator and working conditions]
Liquid and dry measures
[Fertilizing and additives]
Ratio and proportion
[Flowers, water and container; design to container]
Read and interpret tables, charts and/or graphs
[Table for determine unit or multiple price]
Given a codying system, recognize and identify each unit involed by assigning necessary symbols, numerical or literal
[Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

(TASK STATEMENT) ARRANGE A CENTER PIECE

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Wires
Tape
Floral paints
Foil
Candles
Center piece bowl
Foam
Chicken wire
Line
Mass
Filler
Form
Decorative material

## PERFORMANCE KNOWLEDGE

Gather items used to design center piece
Principles and elements of design
Proceed to design including principles and elements of design being sensitive to holidays and special occasions, weddings and other gala affairs, religion, social group, organization

Calculate and complete billing invoice
Tag for wrapping

## SAFETY – HAZARD

"K" and "L" (See Appendix)

### DECISIONS

Choose a basic design
Select a container
Select flower and foliages
Decide on size and quality according to price range desired

### CUES

Application of design principles
Consideration of customer instruction
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity
Element: line, form, pattern, color, odor, and space
Psychological factors: holidays and special occasions, weddings, and gala affairs, religion, social group and organization, hobbies

## MATH – NUMBER SYSTEMS

Basic arithmetic skills in relation to:

- arriving at retail price
- price of bunch or box

Measures of length [Inches in height, length - feet to follow specifications]
Measures of time and speed (Example: time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.)
[Time alloted for arrangement]
Measures of weight [Cut foliages - fertilizer]
Measures of temperature [Regulating refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ratio and proportion [Water to container - design to container]
Read and interpret charts, tables, and/or graphs
[Table to determine unit or multiple price]
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal
[Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

(TASK STATEMENT) MAKE A CASKET SPRAY

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Scissors
Stapler
Wire snips
Water bulb
Wires
Tape
String
Nettings
Ribbons
Foil
Lettering
Spray bulb
Foam
Chicken wire
Line
Mass
Filler
Form

## PERFORMANCE KNOWLEDGE

Gather items used to design spray
Select design
Prepare materials
Elevate prepared spray base on table 12" high
Assemble spray - spray with water bulb
Make no. 40 ribbon insert into top of spray
Staple lettering to steamer, netting is optional
Tag for delivery

## SAFETY – HAZARD

"K" and "L" (See Appendix)

### DECISIONS

Choose basic design
Select container
Select flowers and foliages
Decide on size and quality as to price

### CUES

Application of design principles
Consideration of customer instructions
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity
Element: line, form, pattern, texture, color, odor, and space
Social factor: death, sex, age, religion, social group, and organization

## MATH – NUMBER SYSTEMS

Basic arithmetic in relation to:
- arriving at retail price
- price of a bunch or box

Measures of length
[Inches in height, length and feet to follow specifications]
Measures of time and speed (Example: time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.)
[Time alloted arrangement - minutes]
Measures of weight
[Cut foliages - fertilizer]
Measures of temperature [Regulating refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ratio and proportion [Water to container - design to container]
Read and interpret tables, charts and/or graphs
[Table to determine unit or multiple price]
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal
[Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Refer to obituaries
Talk with salesperson about original order

(TASK STATEMENT) MAKE UP A BUD VASE

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Bud vase
Line
Form

## PERFORMANCE KNOWLEDGE

Gather items used to design vase
Choose vertical design
Insert flower and foliage into vase
See that principles and elements of design are included
Consider psychological factors
Calculate and complete billing invoice
Tag for packaging

## SAFETY – HAZARD

"K" AND "L" (See Appendix)

### DECISIONS

Choose a basic design
Select a container
Select flowers and foliages
Decide on height and quality as to price

### CUES

Consideration of customer instructions
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

**Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity**
**Elements of line, form, pattern, texture, color, odor, and space**
**Psychological factors: sickness, birth, holidays and special occasions, sex, age, hobbies**

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication and division of whole numbers
Reduction of fractions
Addition, subtraction, multipication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

(TASK STATEMENT) CONSTRUCT A SET PIECE (EMBLEM)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Stapler
Scissors
Wires
Netting
Water bulb
Ribbons
Floral paints
Greening pin
Water pics
Lettering
Easels
Emblem
Mass
Filler
Decorative materials

## PERFORMANCE KNOWLEDGE

Gather items used to design piece
Choose holding device
Fill foliage pinned using greening pin to upper surface and outer edges of emblem
Cut stems of flowers to 2½" to 3" long
Put into water filled water pics
Insert flowers covering emblem - wet with water bulb
Add filler fill in with ribbons and netting
Touch up with floral paints
Staple lettering to ribbon
Wire emblem on an easel
Calculate and compute billing
Tag for wrapping

## SAFETY – HAZARD

"k" and "l" (See Appendix)

### DECISIONS

Choose basic design
Select flowre and foliage
Choose container
Decide on size and quality as to price

### CUES

Application of design principles
Consideration of customer instruction
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Principle: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity
Elements: dine, form, pattern, texture, color, odor, and space
Psychological factors: death, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group and organization, hobbies

## MATH – NUMBER SYSTEMS

Basic arithmetic skills in relation to:
- arriving at retail price
- price of a bunch or box

Measures of length [Inches in height length - feet to follow specifications]
Measures of time and speed (Examples: time- seconds, minutes, etc; speed - feet perminute, R.P.M., etc.)
M [Time alloted for arrangement - minutes]
Measures of weight [Cut foliage - fertilizer]
Measures of temperature [Regulating refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ration and proportion [Water to container - design to container]
Read and interpret charts, tables, and/or graphs [Tables to determine unit or multiple price]
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

(TASK STATEMENT) MAKE A BOUTONNIERE

| TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON | PERFORMANCE KNOWLEDGE | SAFETY – HAZARD |
|---|---|---|
| Knife<br>Floral shears<br>Water bulb<br>Wires<br>Parafilm<br>Blutonniere pin<br>Cellophane bag<br>Chenille stem<br>Form | Gather items used to design boutonniere<br>Select one form flower, cut stem ¼" below calyx either piece through calyx with no. 24 wire or insert chenille stem from bottom of cut<br>Add form foliage and tape calyx and stem with parafilm<br>Spray with water bulb place in a cellophane bag close with boutonniere pin<br>Tag for bagging<br>Calculate and complete billing invoice | "K" and "L" (See Appendix) |

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Choose basic design<br>Select flower and foliages<br>Decide on size and quality as to price | Application of design principles<br>Consideration of customer instruction<br>Availability of each item | Poor design<br>Not pleasing to the customer<br>Not worth price in size and/or quality |

| SCIENCE | MATH – NUMBER SYSTEMS | COMMUNICATIONS |
|---|---|---|
| **Principles: design, balance**, scale, harmony, focal point, accent, **rhythm, repetition**, and unity<br>**Elements: line, form, pattern** texture, color, odor, and space<br>**Holidays and special occasions**, weddings and gala affairs, sex, **age and social group**, hobbies | Basic arithmetic skills in relation to:<br>- arriving at retail price<br>- price for bunch or box | Reading comprehension with sensitivity to customer's needs<br>Talk with salesperson about original order |

(TASK STATEMENT) MAKE A CORSAGE

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Scissors
Stapler
Water bulb
Wires
Parafilm
Netting
Ribbons
Corsage pin
Chenille stems
Cellophane bag
Boxes
Decorative novelities
Lettering
Line
Mass
Filler
Form
Decorative material

## PERFORMANCE KNOWLEDGE

Gather items used to design corsage
See boutonniere task
Assemble corsage
Place in cellophane bag and seal with corsage pin
Place in box
Tag for boxing

## SAFETY - HAZARD

"K" and "L" (See Appendix)

### DECISIONS

Decide on size and quality as to price

### CUES

Application of design principles
Consideration of customer instructions
Availability of each item

### ERRORS

Poor design
Not pleasing to customer
Not worth the price in size and/or quality

## SCIENCE

Design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity

Line, form, pattern, texture, color, odor, and space

Death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group organization, and hobbies

## MATH - NUMBER SYSTEMS

Basic arithmetric skills in relation to:
- arriving at retail price
- price of a bunch or box

Measures of length
[Inches in height, length - feet to follow specifications]
Measures of time and speed [Example: time - seconds, minutes, etc., speed - feet per minute, R.P.M., etc.)
[Time alloted arrangement - minutes]
Measures of weight [Cut foliage - fertilizer]
Measures of temperature [ Regualting refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ratio and proportion [water to container - design to container]
Read and intrepret charts, tables and/or graphs
[Table to determine unit or multiple price]
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal
[Sample pictures for wire orders - coded]

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

TASK STATEMENT: MAKE A WEDDING BOUQUET

| TOOLS, EQUIPMENT MATERIALS OBJECTS ACTED UPON | PERFORMANCE KNOWLEDGE | SAFETY - HAZARD |
|---|---|---|
| Knife<br>Floral shears<br>Scissors<br>Stapler<br>Water bulb<br>Pictures<br>Tape<br>Netting<br>Wires<br>Parafilm<br>Ribbons<br>Floral paints<br>Corsage pin<br>Dried materials<br>Decorative novelities<br>Bouquet holder<br>Line<br>Mass<br>Filler<br>Form<br>Decorative material | Gather items used to design bouquet<br>Choose design<br>Add trailing if cascade<br>Tag for boxing | "K" and "L" (See Appendix) |

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Choose a basic design<br>Select a container<br>Select flower and foliages<br>Decide on size and quality as to price | Application of design principles<br>Consideration of customer instructions<br>Availability of each item | Poor design<br>Not pleasing to customer<br>Not worth the price in size and/or quality |

| SCIENCE | MATH - NUMBER SYSTEMS | COMMUNICATIONS |
|---|---|---|
| Design, balance, scale, harmony, focal point, accent rhythm, repetition, and unit<br>Line, form, pattern, texture, color, odor, and space<br>Weddings and gala affairs, sex, age, religion, social group, and organization | Basic arithmetic skills in relation to:<br>- arriving at retail price<br>- price of a bunch or box<br>Measures of length [Inches in height, length - feet to follow specifications]<br>Measures of time and speed (Examples: time - seconds, minutes, etc.: speed - feet per minute, R.P.M., etc.) [Time alloted for arrangement - minutes]<br>Measures of weight [Cut foliages - fertilizer]<br>Measures of temperature [Regulating refrigerator and working conditions]<br>Liquid and dry measures [Fertilizer and bloom additives]<br>Ratio and proportion [Water to container - design to container]<br>Read and interpret charts, tables and/or graphs [Tables to determine unit or multiple price]<br>Given a coding system, recognize and identify each unit involved by assigining necessary symbols, numerical or literal [Sample pictures for wire orders - coded] | Reading comprehension with sensitivity to customer's needs<br>Refer to sales pictures<br>Talk with salesperson about original order |

(TASK STATEMENT) DECORATE SCENE OF WEDDING

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Scissors
Stapler
Wire snips
Pliers
Wire
Tape
String
Ribbons
Dried materials
Candles
Candelabra
Aisle cloth
Kneeling bench
Props
Basket
Cylinder vase
Pedistal vase
Flare vase
Pillow vase
Candle holders and center piece bowls

## PERFORMANCE KNOWLEDGE

Inspect premises before decorating
Consider room layout, ceiling height, etc.
Interview customer to ascertain desires
Aid in choosing tastefully
Choose props and candelabra, floral arrangements
Form design of finished product mentally
Gather necessary items to be used
Make arrangements with premises (church, hall, etc.) for decorating time

## SAFETY - HAZARD

"K" and "L" (See Appendix)
Power tools, transportation
Not familiar with place to be decorated

### DECISIONS

Choose materials in season
Select size and quality of decorations as to price range desired

### CUES

Consider customer instruction
Consider design principles
Consider cost factors
Consider availability of supplies
Consider time usage

### ERRORS

Poor setting
Not to customer's satisfaction
Inefficient use of time and space
Not worth price

## SCIENCE

Design, balance, scale, harmony, focal point, accent, rhythm, repetition and unity
Line, form, pattern, texture, color, odor and space
Weddings and gala affairs, holidays and special occasions, sex, age, religion, social group and organization

## MATH - NUMBER SYSTEMS

Basic arithmetic skills in relation to:
- arriving at retail price
- price of a bunch or a box

Measures of length [Inches in height, length - feet to follow specifications]
Measures of time and speed [Time allotted for arrangement]
Measures of weight [Cut foliage - fertilizer]
Measures of temperature [Regulating refrigerator and working conditions]
Liquid and dry measures [Fertilizer and bloom additives]
Ratio and proportion [Water to container - design to container]
Read and interpret tables, charts and/or graphs
Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]
Determination of area of triangles; area, perimeter and diagonals of polygons with more than four sides; area, perimeter and diagonals of quadrilaterals (four-sided figures); area and circumference of circles; and use of arcs or chords in determining facts about a circle or its parts
Geometric constructions

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Refer to original sales interview and pictures

(TASK STATEMENT) DRESS A BLOOMING PLANT

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Scissors
Stapler
Water bulb
Wire
Tape
Picks
Ribbons
Foil
Paper
Dried materials
Decorative novelities and materials
Buckets
Bowls
Baskets

## PERFORMANCE KNOWLEDGE

Choose plant - determine size of pot
Clean and water with a water bulb
Choose either bowls, baskets or foil
If foil- cut with scissors, size and color that brings foil 3 to 5" above lip of pot depending on foliage and location of blossoms. Paper disc in center of foil for drainage.
Make a bow of no. 9 ribbon place it on a wire attach it to a pick and insert it through foil to the front of the plant
Tag for wrapping

## SAFETY - HAZARD

"K" "L" (See Appendix)

## DECISIONS

When best time during plant growth cycle
Decide on size and quality as to price

## CUES

Observe vitality of plant
Horticulture principles
Plants in season

## ERRORS

Loss of blooms
Death of plant
Not worth the price in size and/or quality

## SCIENCE

Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity
Elements: line, form, pattern texture, color, odor, space
Psychological factors: death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group, organization, hobbies

## MATH - NUMBER SYSTEMS

Basic arithmetic skills as follows:

Addition and subtraction of whole numbers
Multiplication and division with whole numbers
Reduction of fractions (Example: 12/16 = 3/4)
Addition and subtraction of proper (example: 3/4) and improper (example 11/8) fractions
Multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions (Example 4 3/4 = 19/4)
Addition and subtraction of decimal fractions
Multiplication and division of decimal fractions
Rounding off decimals and whole numbers (Example: .4877 = .488 when rounding to three decimal places)
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original interview

(TASK STATEMENT) ARRANGE A FRUIT BASKET

## TOOLS, EQUIPMENT, MATERIALS OBJECTS ACTED UPON

Knife
Scissors
Stapler
Scales
Cellophane
Tape
String
Ribbons
Paper
Tray
Baskets
Bowls
Buckets

## PERFORMANCE KNOWLEDGE

Select fruit and nuts and container - arrange basket
Stack in pyramid fashion
Cut cellophane to size under bottom of container
Staple
Tie on bow
Tag for wrapping

## SAFETY - HAZARD

"K" and "L" (See Appendix)
Clean food to free it of baceteria to prevent disease and disorders to recepient

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Select quality fruit with palatability | Consideration of customer instructions<br>Availability of each item | Poor design<br>Not pleasing to customer<br>Poor fruit selection in taste, and quality |

## SCIENCE

Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity

Elements: line, form, patter, texture, color, odor, space

Psychological factors: sickness, holidays and special occassions, weddings and gala affairs, social group, hobbies

## MATH - NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication, and division of whole numbers
Reduction of fractions
Addition, subtraciton, multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Refer to salesperson

(TASK STATEMENT) PLANT A DISH GARDEN (TERRARIUM)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Floral shears
Water bulb
Pictures
Prongs
Hand spade
Greening pin
Sheet moss
Leaf cleaner
Dried materials
Decorative novelties
Container
Soil
Charcoal
Stones
Sand
Foliage plants

## PERFORMANCE KNOWLEDGE

Gather items used to design garden
Choose design
Insert plants in container
Cover with sheet moss if with prepared soil
Use charcoal, stones or sand for drainage
Clean leaves with leaf cleaner
Water and clean container
Tag for packaging

## SAFETY – HAZARD

"K" and "L" (See Appendix)

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Choose materials<br>Choose container<br>Choose design<br>Decide on size and quality as to price | Availability of each item<br>Consideration of customer instruction<br>Application of design principles | Plant roots and durability<br><br>Not pleasing customer<br>Poor design<br>Not worth the price in size and/or texture |

## SCIENCE

Design, balance, scale, harmony, focal point, accent, rhythm, repetition and unity

Line, form, pattern, texture, color, odor, and space

Death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group and organization, hobbies

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension with sensitivity to customer's needs
Talk with salesperson about original order

Duty B Selling and Servicing

1 Sell a floral product (floor)
2 Establish and maintain display area (floor sales)
3 Wrap a floral product (floor sales)
4 Sell a floral product (phone)

23

(TASK STATEMENT) SELL A FLORAL PRODUCT (FLOOR)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Scissors
Knife
Stapler
Cash register
Sales slips
Phone directory
Criss cross
Wire directory
Pictures
Baskets
Credit index
Price chart
Maps
Care cards
Wrapping paper
Boxes
String
Tape
Staples
Cards
Envelopes

## PERFORMANCE KNOWLEDGE

Greet and determine customer's needs
Show display and give an actual cost or estimate
Close sale - write up order correctly
cash, credit card (with signature), charge (with signature)
Include card and attach properly
Cross check addresses, phone number/time and place
Provide personal customer service by answering questions and seeking solutions
Arrange for wedding interview with designer by appointment
Demonstrations - wrapping and packaging for delivery

## SAFETY – HAZARD

"K" and "L" (See Appendix)

Aisle ways and displays free of obstacles and secure to prevent customer injuries

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Determine best method to close sale<br>Decide on size and quality of products as to price<br>Determine psychological factors<br>Know reasons and availibility | Analyze customer behavior<br>Analyze objectives<br>Use logic<br>Follow weather conditions<br>Use delicacy with products<br>Check plants for water | Failure to close sale<br>Failure to please customer<br>Wrong address<br>Poor packaging<br>Plant or flowers unwatered |

## SCIENCE

Death, sickness, birth, holidays and special occasions, weddings and other gala affairs, sex, age, religion, social group and organization, hobbies
Knowledge of basic designs, principles and elements of design
Dress and personality
Use of senses - feel, tough, smell and sight

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication, and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication, and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fraction
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading and writing comprehension with sensitivity
Communicate with delivery person and designer

(TASK STATEMENT) ESTABLISH AND MAINTAIN DISPLAY AREA (FLOOR SALES)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Scissors
Stapler
Knife
Broom
Criss cross
Phone directory
Wire directory
Local directory
Towles
Tissue
Plant shine
Care cards
Wrapping paper
Boxes
String
Tape
Staples
Cards
Envelopes
Smock

## PERFORMANCE KNOWLEDGE

General housekeeping - dusting, sweeping, plant care (water and clean)
Stock shelves
Window display
Refrigerator cleaning and display
Decorate plants
Package floral products - neatly and seasonally
Write cards - address envelopes using criss cross, directories, etc.
Demonstrations - check and recheck plants for water
Check packages for delivery

## SAFETY – HAZARD

"K" and "L" (See Appendix)

Aisle ways and displays free of obstacles and secure to prevent customer injuries

### DECISIONS

Implied - application of procedure
Determine weather conditions
Know the seasons

### CUES

Analyze customer reaction
Analyze objectives
Good use of space and color
Follow weather conditions
Check orders as to packaging and addressing

### ERRORS

Unattractive area
Non-promoting displays
Inefficient use of space, time and promotion funds
Not double checking orders
Plants and flowers unwatered

## SCIENCE

Death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group and organization,, hobbies
Knowledge of basic designs, principles and elements of design

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication, and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension
Refer to designing
Refer to phone orders
Refer to delivery

(TASK STATEMENT) WRAP A FLORAL PRODUCT (FLOOR SALES)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Scissors
Knife
Stapler
Phone directory
Criss cross
Maps
Care cards
Cards
Envelopes
Tape
Staples
String
Boxes
Wrapping paper
Sleeves
Tissue
Delivery tags
Cellophane

## PERFORMANCE KNOWLEDGE

Planter - packaging
Plants - blooming - wrapping
Gift - packaging
Cut arrangment - wrapping
Corsages - boxing
Weddings - labeling and boxing
Include care cards, greeting card, address, time - stapled to package
Check for water and appearance before taking to delivery

## SAFETY - HAZARD

"K" and "L" (See Appendix)

### DECISIONS

Determine method of packaging
Know delicacy of product
Determine weather condition

### CUES

Type of product
Customer instructions
Specific product requirements
Journey to destination
Time of year

### ERRORS

Unsecured packaging
Unsafe packaging
Spoilage and waste
Inefficient use of packaging

## SCIENCE

Death, sickness, birth, holidays and special occasions weddings and gala affairs, sex, age, religion, social group and organization
Knowledge of basic designs as well as elements and principles of design

## MATH - NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication, and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension
Refer to phone selling
Refer to designing
Refer to delivery

(TASK STATEMENT) SELL A FLORAL PRODUCT (PHONE)

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

- Telephone
- Sales slips
- Wire service directory
- Local directory
- Pictures
- Maps
- Credit bureau register
- Credit card index
- Telephone zone pricing
- Telegrams
- Price chart
- Typewriter
- Cards
- Envelopes
- Stapler
- Criss-cross
- Obituary list
- Bell telephone tips

## PERFORMANCE KNOWLEDGE

- Interpret customer needs
- Describe products verbally
- Give price information
- Use credit index, criss-cross - verification
- Use local and wire directories
- Keep reciprocal files
- Know location and time of events; use obituary from latest newspaper and keep constant contact with funeral directors and hospitals
- Write order

## SAFETY – HAZARD

| DECISIONS | CUES | ERRORS |
|---|---|---|
| Implied - application of sales techniques<br>Determine size and availability of floral products as to quoted price | Customer behavior: remarks, objections<br>Use pictures for reference<br>Check salable products available<br>Price list | Failure to close sale<br>Inefficient use of time<br>Failure to create a clear picture |

## SCIENCE

- Death, sickness, birth, holidays and special occasions weddings and gala affairs, sex, age, religion, social group and organization
- Knowledge of basic designs - elements and principles

## MATH – NUMBER SYSTEMS

- Basic arithmetic skills:
- Addition, subtraction, multiplication and division of whole numbers
- Reductions of fractions
- Addition, subtraction, multiplication and division of proper and improper fractions
- Changing mixed numbers to improper fractions
- Addition, subtraction, multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Changing percents to fractions and fractions to percents
- Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

- Reading comprehension with sensitivity plus be able to paint a "memory picture" of products over telephone
- Write orders legibly and precisely
- Pleasing voice over telephone
- Refer to designing

Duty C Delivering and Servicing

1 Maintain delivery area and delivery vehicle
2 Make deliveries

28

(TASK STATEMENT) MAINTAIN DELIVERY AREA AND DELIVERY VEHICLE

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Knife
Scissors
Hammers
Crow bars
Dollies
Fork lift
Truck
Hand tools

## PERFORMANCE KNOWLEDGE

Meet incoming deliveries and check invoices
Stock shelves - warehouse
Sweep floors and dust
Check truck - oil, gas, cleaning
Check heating system of truck
Unload flowers - place in water in refrigerator
Do odd jobs - carpentry, electrical work, displays etc, before and between delivering work
Prepare for next delivery and route

## SAFETY – HAZARD

"K" and "L"
Safety - protect against electrical and moving equipment
Avoid lifting heavy packages
Hazards - electrical shock
Motor accident, back injury falling merchandise

### DECISIONS

Implied - application of procedure
Determine when to get ready for next delivery

### CUES

Weather conditions
Number of deliveries

### ERRORS

Poorly maintained fleet
Inefficient use of maintenance funds

## SCIENCE

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication and division of proper and improper fractions
Changing mixed numbers to improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimals and whole numbers
Changing percents to fractions and fractions to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension
Check with sales
Check with designer

(TASK STATEMENT) MAKE DELIVERIES

## TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Truck
Holding devices (for packages)
Maps
Directories
Criss cross
Boxes
Paper
Tags
Driver slip
Clipboard
Time clock
Sales slips
Obituaries
Flash light
Hand tools

## PERFORMANCE KNOWLEDGE

Delivery of floral products with respect to location and time - boxing and packaging
Routing - addresses for efficiency in time and mileage
Pick up - churches, weddings, banquets, wholesale houses
C.O.D.'s - collect for products delivered
Dress and uniform clean and neat
Double check packaging, address and routing

## SAFETY – HAZARD

Safety: Obey traffic laws
Aware of weather conditions
Night deliveries
Off beat locations

Hazard: Accidents, arrests - speeding upset product
Accident, late deliver, freezing - water
Driving - locating numbers
Neighbors, falling - robbery, etc.

### DECISIONS

Determine most efficient delivery and pick up route - time and date
How to remake floral products that upset, etc.

### CUES

Map
Time availability
Weather conditions

### ERRORS

Inefficient use of personnel
Inefficient use of delivery vehicle
Inefficient use of time
Slow service
Customer dissatisfaction
Product spoilage and waste

## SCIENCE

## MATH – NUMBER SYSTEMS

Basic arithmetic skills
Addition, subtraction, multiplication and division of whole numbers
Reduction of fractions
Addition, subtraction, multiplication, and division of proper improper fractions
Changing mixed numbers and improper fractions
Addition, subtraction, multiplication and division of decimal fractions
Rounding off decimal and whole numbers
Changing percents to fractions and fraction to percents
Finding a percent of a number and what percent one number is of another

## COMMUNICATIONS

Reading comprehension with sensitivity
Refer to sales
Refer to designing

## APPENDIX

A. Tools

| | | |
|---|---|---|
| Knife | Scales | Water bulb |
| Floral shears | Dry and wet measures | Pictures |
| Scissors and wire snips | Strippers | Prongs |
| Stapler | Pick machine | Hand spade |

B. Supplies

| | | |
|---|---|---|
| \Wires | Boutonniere pin | Pig tail |
| Tape | Chenille stem | Boxes |
| Parafilm | Foil | Water pics |
| String | Tissue | Hyacinth stake |
| Nettings | Paper | Sheet moss |
| Ribbons | Cellophane bags | Spring moss (sphagnum) |
| Floral paints | Adhesive | Leaf cleaner |
| Corsage pin | Floral clay | Greening pins |
| | Picks (wooden) | Cellophane |

C. Accessories

| | | |
|---|---|---|
| Dried materials | Candles | Kneeling bench |
| Decorative novelties | Candelabra | Props |
| Lettering | Aisle cloth | Wreath frames |
| Easels | | |

D. Containers

Glass – Pots made

| | | |
|---|---|---|
| Cylinder vase | Baskets | Candle holders |
| Pedistal vase | Pitchers | Mache' |
| Flare vase | Novelty vases | Centerpiece bowl |
| Bowls | Bud vases | Spray base |
| Brandy snifter | Cups | Bouquet holder |
| Pillow vases | Buckets | Bottles |
| Trays | Cans | |

E. Holding devices

| | | |
|---|---|---|
| Pin holder | Chicken wire | Soil |
| Foam | Vermiculite | Charcoal |
| Hardware cloth | Florist clay | Stones |
| Styrofoam | Emblem | Sand |
| Evergreen | | |

F. Flowers and foliages

- Line
- Mass
- Filler
- Form
- Decorative material

G. Basic design

| | | |
|---|---|---|
| Horizontal | Right angle | Spiral |
| Hogarth | Cresent | Diagonal |
| Vertical | Circle | Cascade |
| Inverted T | Oval | Colonial |
| Symmetrical triangle | Zig zag | Spray |
| Asymmetrical triangle | | |

H. Principles of design

| | | |
|---|---|---|
| Design | Harmony | Rhythm |
| Balance | Focal point | Repetition |
| Scale | Accent | Unity |

I. Elements of design

| | | |
|---|---|---|
| Line | Texture | Odor |
| Form | Color | Space |
| Pattern | | |

J. Psychological factors

| | | |
|---|---|---|
| Death | Weddings and gala affairs | Social group |
| Sickness | Sex | Organization |
| Birth | Age | Holidays and special occasions |
| Hobbies | Religion | |

K. Safety

Avoid broken vases, glass, wire, picks, thorns
Handle tools, knife, scissors, etc. with care
Keep floor clean of debris and water
Wear waterproof shoes
Wear safety glasses
Wear safety clothing
Have first aid kit at hand

L. Hazard

Small cuts, punctures and scratches
Slipping and causing sprains, bruises and breaks
Bodily injury and eye injury
Prevent infection – bleeding and pain

33